

# Easy Access<sup>TM</sup>

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Overwhelmed by the sheer volume of new software and hardware ... anxious to use more of your computer's power ... tired of high-tech sales people who speak computerese?

Find all the help you need in EASY ACCESS, the personal computer newsletter that talks your language.

Dear Reader:

If you're like most personal computer users, you're only using a small fraction of your computer's power and capability. An enormous waste!

But the reason you're using so little of your computer's power is understandable: technology is changing with amazing speed, the hardware picture seems to shift almost daily, and there are literally thousands of new software programs to choose from.

It's incredibly difficult and time-consuming to learn everything you need to make intelligent decisions about which applications will really help you ... what software is available and best for your needs ... what add-ons are worthwhile.

As a PC user myself, I've been overwhelmed by the huge amount of information I need to review, confused by jargon-spouting sales people, and left without answers to what I consider the most important questions.

That's why EASY ACCESS was developed. A no-nonsense newsletter that provides you with the hard facts to help you get the most out of your personal computer. This unique service gives you the information you need to evaluate the new software and add-on peripherals that are simply flooding today's market. EASY ACCESS makes it possible for you to make the buying decisions that are right for you.

Choose the EASY ACCESS edition that fits your system.

You don't waste time with EASY ACCESS because you pick the version that matches your system. Then you get information that applies only to your equipment and your needs. That saves you false starts, false hopes and lots of time.

And savings -- both in time and money are important reasons why you should consider becoming a privileged Charter Subscriber to EASY ACCESS. Here are 6 other reasons why EASY ACCESS can become your invaluable guide to what's new, your personal advisor to what's best and your trusted source of solid help in getting the most out of your computer ...

1. EASY ACCESS helps you sift through the flood of software rapidly and efficiently to analyze what's right for you.

I read recently that over 20,000 new software programs will be introduced this year -- It's easy to see why keeping up with what's new is a mind-boggling task!

(over please)



But now, EASY ACCESS keeps up for you -- with hard-hitting reviews of the best, new software in business ... home management ... education ... and entertainment. Each review includes the details that are really important to you:

- What's new about the program, what exactly does it do, is it worthwhile to you?
- How good is the manual? Can you follow it easily, understand it? Are there other books that can help you master the system?
- Precisely what's required to run the program? Do you have the right equipment, or is it worth investing in more for this system alone?
- How does the cost compare to other similar systems? Is the cost justified by the efficiency of the system?

You'll find out when a new program takes days of practice to become useable. And we'll tell you whether it's worth spending all that time ... or whether there's an easier-to-learn or less expensive system that gives you what you need.

We'll also take a hard look at the whole range of different types of programs that seem to do the same thing -- for example, you'll examine word processors in one issue, spread sheets in another, personal finance programs in a third. We'll lay out a complete comparison for you so you can assess whether shortcomings really affect you and zero-in on the system that gives you exactly what you want.

EASY ACCESS is written for PC users by PC users -- people like you and me who want practical, hard-hitting input and not a lot of complicated technical or promotional description that never seems to get to the key points. Our editorial board includes key experts who can offer special insights and know-how ... as well as practical realists who want to help you save time, save money and improve efficiency.

## 2. EASY ACCESS helps you find out what add-ons are worthwhile.

I've seen people agonize more over add-ons, peripherals and upgrades than over getting their computer in the first place. The decisions are tough and unless you're a computer engineer, finding clear easy-to-comprehend information is even tougher.

EASY ACCESS will tell you about new add-ons as they come on the market with blunt, open evaluations of their practical value. Every month, special features will help you find the right route to get the capabilities you want. For instance, you'll get detailed reviews of the products that increase your computer's memory -- with guidelines to help you determine what's right for you. In other issues, we'll tackle data storage capacity, printers, color graphics and monitors, modems and more.

You'll see why there are price differentials ... whether it's worth it for you to pay the higher prices ... what you need to consider in making your decisions ... what's really useful and what's just an enticing toy. In short, EASY ACCESS will show you the most economical way to build the system that suits your personal needs.



### 3. EASY ACCESS helps you get MORE from your PC.

Research studies confirm what I always suspected -- that most computer owners limit their computer use to the single application for which they originally made the purchase. Perhaps, like me, they simply didn't have the time to study the other possibilities open to them.

But now, you can investigate new applications quickly ... because every issue of EASY ACCESS looks at all the ways you can use your computer. For example, we'll help you examine educational systems to determine what's available for your family's unique needs. Do you want to stimulate curiosity, learn to speed type, improve reading comprehension, or help raise S.A.T. scores? We'll help you avoid systems that are too rigid, zero-in on what's designed for your children's age and skill levels, skip over systems that are too much playing and not enough teaching. And, if you want to relax and have fun, we'll point you to the best in new computer games.

### 4. EASY ACCESS brings you the important news from the world of chips and bytes.

EASY ACCESS doesn't waste your time with idle gossip. But we do tell you news that can affect the future of your system. If a company is about to fold, we'll alert you ... and tell you what that means in terms of servicing your computer. If a system is discontinued, we'll pass on the news fast ... along with details on the resale implications and finding help when you run into problems.

We'll also bring you an insider's view of new products -- what the creators had in mind when they were designing, what's not included in the Manual, what extra uses are built-in but not widely known.

And each month, we'll include a comprehensive summary of what's newly available for your system ... with blunt descriptions that don't mince words.

### 5. EASY ACCESS simplifies your shopping, too; even answers the questions that are uniquely yours with a Toll-Free Number.

When you decide to get a new product for your computer, shopping often turns out to be the biggest hassle of all. That's why EASY ACCESS has made special arrangements to let you order most products we review at substantial savings ... simply by dialing a toll-free number. EASY ACCESS makes it easy for you to shop without leaving your home.

And since you may have system-specific questions about your unique needs before you buy, EASY ACCESS has an advisor as close as your phone -- you get the answers you need simply by dialing a toll-free INFORMATION NUMBER.

### 6. Start now as a Charter Subscriber and get full Charter Benefits plus a FREE GIFT.

EASY ACCESS will quickly prove itself to be the fastest, most efficient, most accurate way to take advantage of 100% of your PC's capacity. That's why I urge you to start with Volume 1 -- so you have a complete reference source.

And as a Charter Subscriber, you also receive these special benefits:

- The low introductory Subscription Rate for Charter Subscribers of just \$19.95 for 12 information-packed monthly issues.

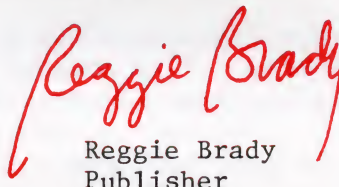
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Reggie Brady  
Publisher

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